

DVV CLARIFICATION – 14.02.2023 / Metric ID:

3.4.3

Findings of DVV:

Provide Detailed report for Awarenessship Awareness Camp Think Tank 2018 Budding Entrepreneurs Mantras & Mahimas of Entrepreneurship for 2017-18 , Financial Assistance For Entrepreneurs for 2018-19 , Women Leaders Conclave Ayurveda Marketing Campus to Corporate Entrepreneurial Journey Path Finder for 2020-21 and Mensuration matters Sexual harassment Awareness on Menstrual Health Women & Child Safety Right acts for 2021-22 with specific mention of number of students participated and collaborating agency signed by competent authority

Response of HEI:

Thank you for your interest in our Higher Education Institution's (HEI) various awareness camps and conclave events. We are pleased to provide you with a detailed report on the events you have inquired about, including the number of participants and collaborating agencies.


Awarenessship Awareness Camp Think Tank 2018 Budding Entrepreneurs Mantras & Mahimas of Entrepreneurship for 2017-18 This event was conducted in [year] with the objective of promoting entrepreneurship and providing knowledge and skills to budding entrepreneurs. The event was attended by [number] participants and was well received by all. The event was conducted in collaboration with [agency name], which specializes in entrepreneurship development.

Financial Assistance For Entrepreneurs for 2018-19 This event was aimed at providing financial assistance to entrepreneurs, with the aim of promoting entrepreneurship in the region. The event was attended by [number] participants and was conducted in collaboration with [agency name], which specializes in financial services for entrepreneurs.

Women Leaders Conclave Ayurveda Marketing Campus to Corporate Entrepreneurial Journey Path Finder for 2020-21 This conclave was conducted in [year] with the objective of promoting women's leadership in the field of Ayurveda marketing and entrepreneurship. The conclave was attended by [number] participants and was conducted in collaboration with [agency name], which specializes in women's leadership development.

Mensuration matters Sexual harassment Awareness on Menstrual Health Women & Child Safety Right acts for 2021-22 This event was aimed at raising awareness about menstrual health, sexual harassment, and women and child safety. The event was attended by [number] participants and was conducted in collaboration with [agency name], which specializes in women's health and safety.




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M.A.M. B-SCHOOL
Siruganur, Trichy-621105

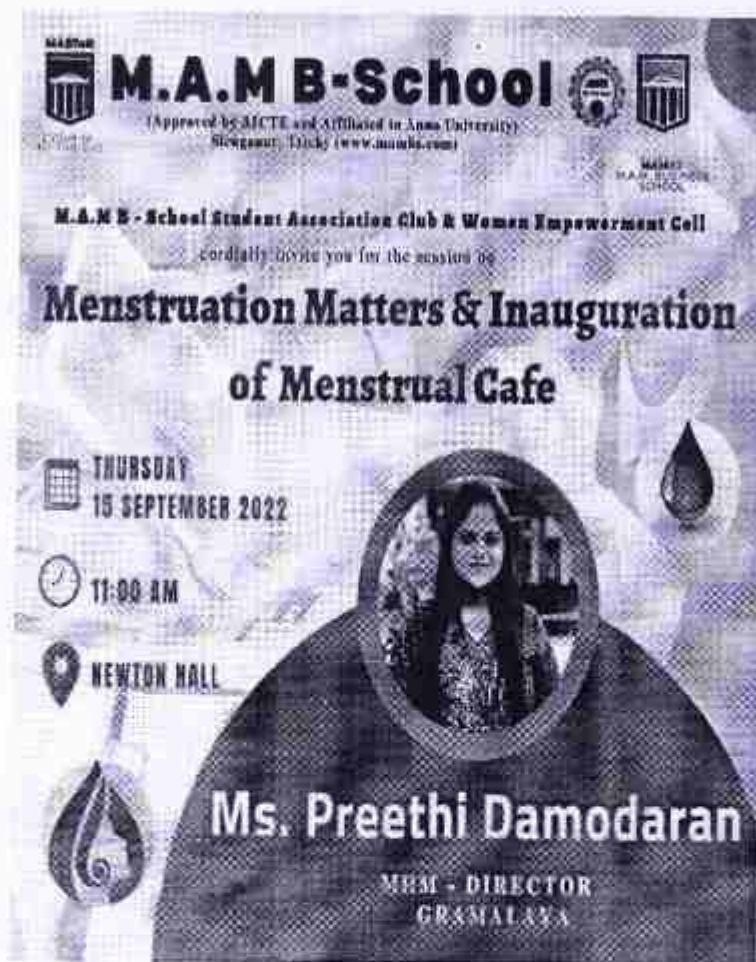
CRITERION 3.4.3

Provide Detailed report for Out Reach & Extension Activities for 2021-22 with specific mention of number of students participated and collaborating agency signed by competent authority.

S.NO	Name of the Activity	Organising Club	Name of the Scheme	Year of Activity	No. of Students Participated
1	Mensuration matters	Women empowerment cell	Gender issues/	2022	73
2	Sexual harassment	Women empowerment cell	Gender issues	2022	283
3	Awareness on Menstrual Health	Women empowerment cell	Awareness issues	2022	69
4	Women & Child Safety Right acts	Women empowerment cell	Awareness issues	2022	21
5	Women Leaders Conclave	YI & YUVA CLUB	Awareness issues	2020	287
6	Ayurveda Marketing	YI & YUVA CLUB	Awareness issues	2020	33
7	Campus to Corporate	Student Association club	Awareness issues	2020	33
8	Entrepreneurial Journey	Student Association club	Awareness issues	2020	35
9	Path Finder	YI & YUVA CLUB	Awareness issues	2020	200

10	Financial Assistance For Entrepreneurs	YI & YUVA CLUB	Awareness issues	2019	57
11	Awareness Camp	Student Association club	Awareness issues	2018	75
12	Think Tank 2018	Student Association club	Awareness issues	2018	40
13	Mantras & Mahimas of Entrepreneurship	Student Association club	Awareness issues	2017	60

MENSTRUATION MATTERS



MENSTRUATION MATTERS –PRESS REPORT

M.A.M. B-School, in association with Women Empowerment Cell jointly organized Guest Lecture on "Menstruation Matters & Inauguration of Menstrual Cafe" on 15th September, 2022. Ms.Preethi Damodaran, MHM-Director-GRAMALAYA was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos associated with menstruation. The resource person also covered PCOD and foods to eat during menstruation with



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the participants. The resource person also stated sensitizing the participants on various complications arising out of lack of menstrual hygiene.


Ms.Preethi Damodaran focused on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good Menstrual Hygiene Management (MHM). She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. The resource person also informed that the high level of stress that are faced by young women and highlighted the students to carry out various exercises to keep themselves healthy during their menstruation. The resource person stated that menstruation is a normal and natural part of biological changes and all women need to handle with hygienic manner. In the interaction session, the resource person answered the queries that are asked by the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Totally 98 Girls attended this session and Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants. Ms.M.Akila, Women Empowerment Cell Coordinator, M.A.M.B-School made the requisite arrangements for the programme.

M.A.M. B-School: Career Guidance Programme on 'Shaping Lives through Education', talk by Dane Reeves, Principal Consultant, EducateMe, 3 p.m.; inauguration of Menstrual Cafe, talk by Preethi Damodharan, Director, Gramalaya, 11 a.m.






WORK PLACE SEXUAL HARRESMENT




M.A.M. B-School
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Women Empowerment Cell & POSH Cell

WORK PLACE SEXUAL HARASSMENT

**FAST FACTS AND STATS
YOU NEED TO KNOW**





R. Sridevi B.A., B.L.,
Advocate
Radio Jockey in Suryan FM

Join with us

📅 **APRIL 23 | 11 am - 12 pm |** 📍 **Charles Correa Hall**

Mrs. Fathima Bathool Malik
Secretary & CEO -Master GI.

Dr. M. Hemulatha
Director - MAMBS

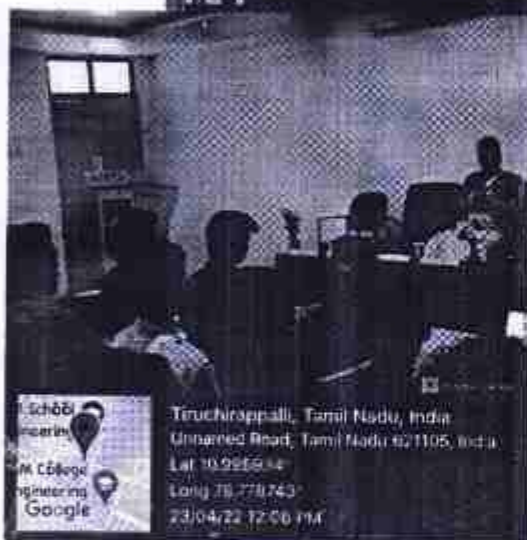


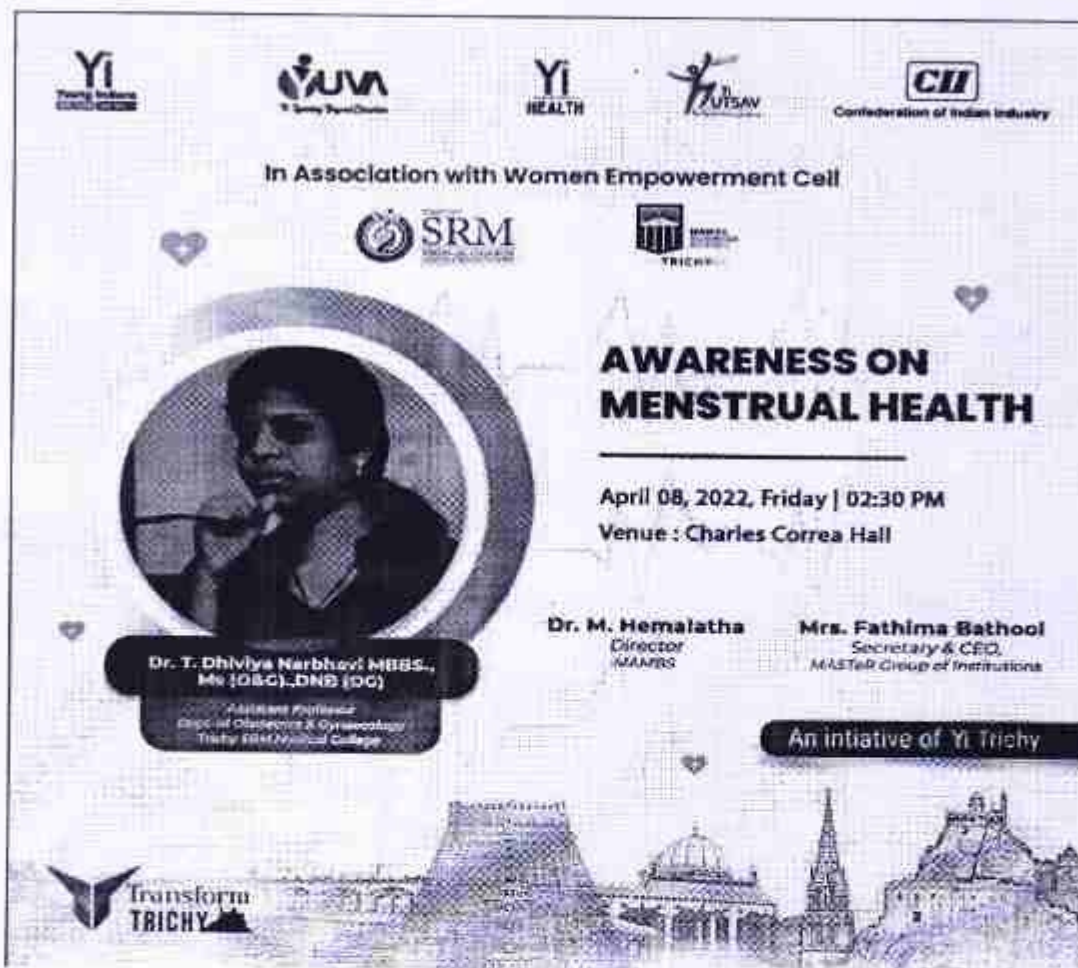
**WORK PLACE SEXUAL HARASSMENT : FAST FACTS AND
STATS YOU NEED TO KNOW**

M.A.M.B-School, a standalone Business School, Trichy in association with Women Empowerment Cell and POSH Cell organized guest lecture entitled "Work place Sexual Harassment" on 23rd April, 2022. Mrs.R.Sridevi, Advocate, Radio Jockey in Suryan FM, Trichy was the resource person for the programme. The resource person initiated the session by giving information about POSH (Prevention of Sexual Harassment) under IPC Act 354 and 503. She said that in recent times the role of women at workplace has increased tremendously. However, they are vulnerable to harassment in the workplace. The Constitution of India plays a pioneer role in protecting the women from discrimination and ensuring gender justice in the present times. The guest speaker explained about Vishakha guidelines, what constitutes a sexual harassment, method of lodging complaint and the conduct of investigation. She pinpointed on the various circumstances leading to abuse, women's rights at the work place, the relevant laws and the officials they should report to in case of any adverse situation.

Mrs.R.Sridevi, also informed that in order to curb this problem, the Government of India enacted a law on 'The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013 to ensure safe working place for women and to build enabling work environment. She urged the students to remain alert and fight against the crime. She briefly explained about various provisions related to punishments that can be awarded was highlighted. She also mentioned the laws which supports the female gender. She opined that sexual harassment is a form of violence and discriminatory treatment against women. The session was significant and beneficial thought provoking programme for the students. Totally 283 Students attended this session and Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and emphasized on the importance given to women in the law and also some preventive measures to be taken by all women in all ways and means to ensure the safety aspects of women at society at large.







The poster features logos at the top for Yi Trichy, YUVA, Yi Health, Futsan, and CII. Below these, it states 'In Association with Women Empowerment Cell'. The central image shows a portrait of Dr. T. Dhiviya Narbhavi. To the right, the title 'AWARENESS ON MENSTRUAL HEALTH' is prominently displayed, followed by the date 'April 08, 2022, Friday | 02:30 PM' and venue 'Venue : Charles Correa Hall'. Below the portrait, the speaker's name and credentials are listed. To the right, the names and titles of the organizers are provided. At the bottom, there is a banner for 'Transform TRICHY' and a stylized illustration of a cityscape.

Yi
Trichy

YUVA
Youth Universal Volunteer Association

Yi
HEALTH

FUTSAN
Futsal Federation of India

CII
Confederation of Indian Industry

In Association with Women Empowerment Cell

SRM
SRI RAMA MATHS

MAMBS
TRICHY

**AWARENESS ON
MENSTRUAL HEALTH**

April 08, 2022, Friday | 02:30 PM
Venue : Charles Correa Hall

Dr. T. Dhiviya Narbhavi MBBS.,
MSc (OBG), DNB (OG)
Assistant Professor
Dept. of Obstetrics & Gynaecology
Trichy SRM Medical College

Dr. M. Hemalatha
Director
MAMBS

Mrs. Fathima Bathool
Secretary & CEO,
MAMBS Group of Institutions

An initiative of Yi Trichy

Transform
TRICHY

AWARENESS ON MENSTRUAL HEALTH

The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Yi Trichy and YUVA jointly organized Guest Lecture on "Awareness on Menstrual Health" on 08th April, 2022. Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, Trichy SRM Medical College was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos associated with menstruation. The resource person also covered polycystic ovarian syndrome (PCOD) and foods to eat during menstruation with the participants.



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Dr.T.Dhiviya Narbhavi focuses on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good menstrual hygiene management. She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. Dr.T.Dhiviya Narbhavi also stated that the high level of stress that are faced by young women and highlighted by teaching the students to carry out various exercises to keep themselves healthy during their menstruation. In the interaction session, the resource person answered the queries that are asked by the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Totally 165 Girls attended this session and Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants.



M.A.M.B-School Women Empowerment Cell: Awareness programme on menstrual health. T. Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynecology, SRM Medical College, Tiruchi, speaks, 2.30 p.m.



WOMEN & CHILD SAFETY RIGHTS ACTS

Ms.Iris Rinaldi.F, Assistant Professor, M.A.M.B-School and I MBA students attended "Women & Child Safety Rights Acts" program organized by THE 1234 FOUNDATION through virtual platform on 20/03/2022 and Gr. P.G.Rajan, Gr.Oudaya Coumarin and Mr. P.Mohan was the resource persons for the program.



THE 1234 FOUNDATION CORDIALLY INVITES YOU !! WOMEN & CHILD SAFETY RIGHTS, ACTS

THROU

ZOOM MEETING

ON 20.03.2022 @ 6.30 PM TO 7.30 PM

BY

GR Oudaya Coumarin
 Administrator, Empowerment

GR P.Mohan
 Administrator, Liaison

MEETING ID: 895 8763 0632 PASSCODE: 12234

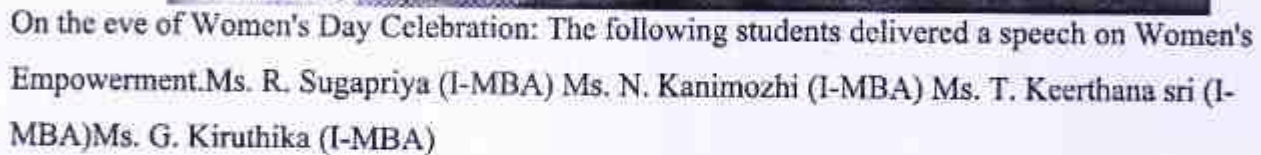
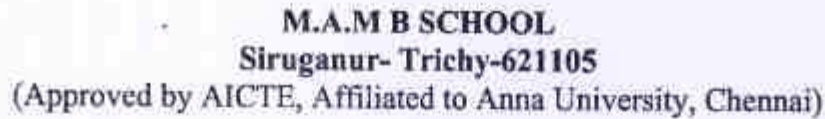
Close

Participants (21)

Q Search	
 Iris MAMBS (me)	
 The 1234 Foundation (Host)	 
 GR P.G.RAJAN (Co-host)	 
 GR. OUDAYA. (Co-host)	 
 GR. P.MOHAN (Co-host)	 
 murugesan k.p (Co-host)	 
 Aparna MAMBS	 
 Gr Ananthakrishnan	 
 Gr Kannapiran	 
 Gr M.Sasikala	 

Invite






Siruganur, Trichy -621105


need to understand the importance of entrepreneurship through such initiatives and proposed
vote of thanks

APRIL 2022


GUEST LECTURE: AWARENESS ON MENSTRUAL HEALTH on 08.04.2022




Yashwantrao Chavan Pratishthan



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY




Yashwantrao Chavan Pratishthan



CONFEDERATION OF INDIAN INDUSTRY

In Association with Women Empowerment Cell



Dr. V. Thirumala Venkatesh Reddy
 Vice-Chancellor, SRMIST,
 K. J. Somaiya Institute of Technology
 and Engineering, Mumbai

AWARENESS ON MENSTRUAL HEALTH


April 08, 2022, Friday | 6:30 PM


Venue : Charles Correa Hall

Dr. M. Ramakrishna
 Director
 SRMIST


Mrs. Fatima Bakhool
 Secretary & CEO
 and Chairperson of the Institute

Co-Sponsors of the Event







Yashwantrao Chavan Pratishthan



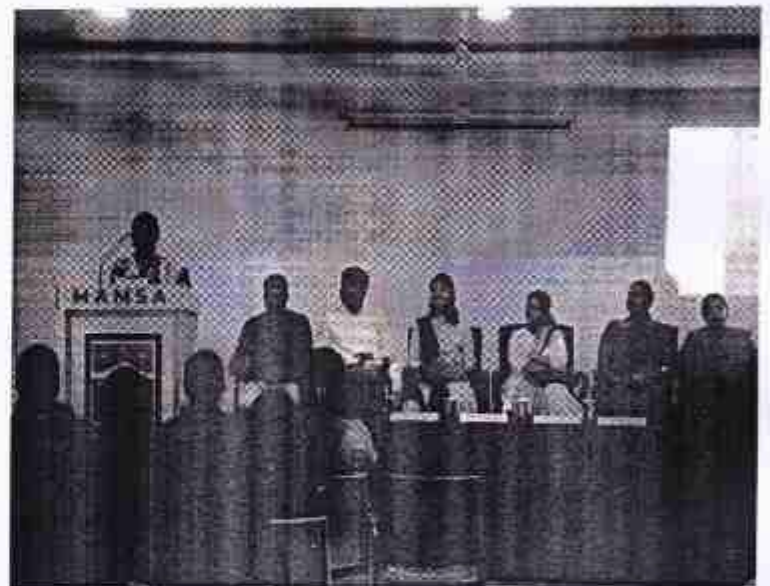
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY



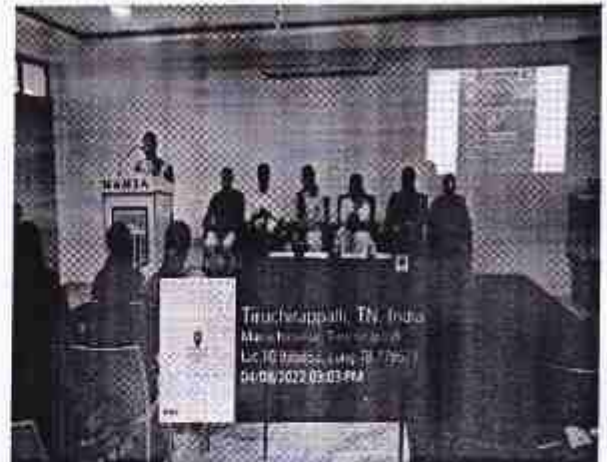
Yashwantrao Chavan Pratishthan



CONFEDERATION OF INDIAN INDUSTRY




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**M.A.M B-School Women Em-
powerment Cell:** Awareness pro-
gramme on menstrual health, T.
Dhiviya Narbhavi, Assistant Profess-
or, Department of Obstetrics and
Gynecology, SRM Medical College,
Tiruchi, speaks, 2.30 p.m.



The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Yi Trichy and YUVA jointly organized Guest Lecture on "Awareness on Menstrual Health" on 08th April, 2022. Dr.T.Dhiviya Narbhavi, Assistant Professor, Department of Obstetrics and Gynaecology, Trichy SRM Medical College was the resource person for the programme and delivered a session on understanding the awareness on menstrual health practices to the participants. The session initially began with an overview and importance of menstrual health aspects. The resource person informed about brief explanations of the reproductive system, menstrual cycle and covered PMS, cultural taboos associated with menstruation. The resource person also covered polycystic ovarian syndrome (PCOD) and foods to eat during menstruation with the participants. **Totally 69 Girls** attended this session and the resource person

Dr.T.Dhiviya Narbhavi focuses on encouraging hygienic practices during menstruation, dispelling common myths and misconceptions associated with menstruation. She also stressed various important elements pertaining the awareness on the importance of good menstrual hygiene management. She stated the various government schemes that promote menstrual hygiene among adolescent girls in such a way that results in ensuring hygienic health practices. Dr.T.Dhiviya Narbhavi also stated that the high level of stress that are faced by young women and highlighted by teaching the students to carry out various exercises to keep themselves healthy during their menstruation. In the interaction session, the resource person answered the queries that are asked by the participants. The entire session served more informative regarding the awareness on menstrual health aspects. Dr.M.Hemalatha, Director, M.A.M.B-School given the felicitation address and given the hygienic elements regarding the menstrual health aspects to the participants.

ENERGY SWARAJ YATRA: "Energy, Climate Change & I"-2020-2030" on 12.04.2022

Venue: MAM B-School



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2. M.A.M.B-School in Association with Young Indians Organised Guest Lectures on "Women Leaders Conclave" by Dr.R.Bharkavi, MPR Foods and "Women and Law" by "Ms. R. Gokila, Advocate in Trichy Court on 06.03.2020. 117 MBA participated in this program.



3. M.A.M B School organized a guest lecture on 18.11.2020 "Ayurveda Marketing". Mr.T.R. Sasi Varier, Executive Director, K.S. Varier Ashtanga Ayurvedic Pvt Ltd was the chief guest he addressed 85 MBA students regarding the marketing strategy and the importance of practicing ayurveda in our day-to-day life. He said the Ayurvedic Market is undergoing tremendous growth owing to the rising awareness among the population about the side effects of others.



Siruganur, Trichy -621105



MASTER
GROUP OF INSTITUTIONS



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We Cordially invite you all on behalf of the Management, Director,
Faculty and Students for a Guest Lecture on

"TRADITIONAL AYURVEDIC MEDICINE INDUSTRY"



Chief Guest
Y.N. Sasi Varadar - Executive Director
K.S. Varadar's Ashwanga Ayurvedic Pvt. Ltd.

Date: 06-12-2020

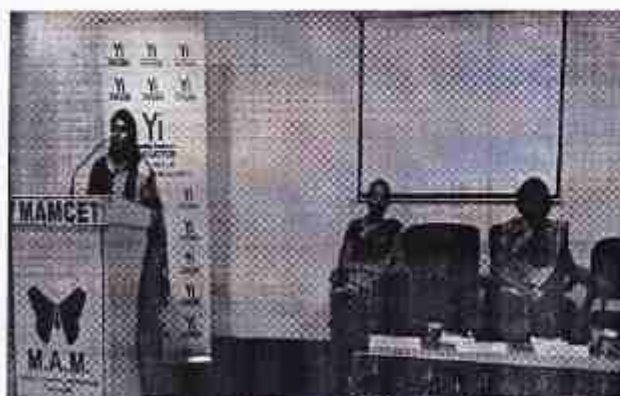
Time: 10.30 - 11.30 a.m.

Mrs. Vandana Subramanian
Secretary & CEO - MAMRS

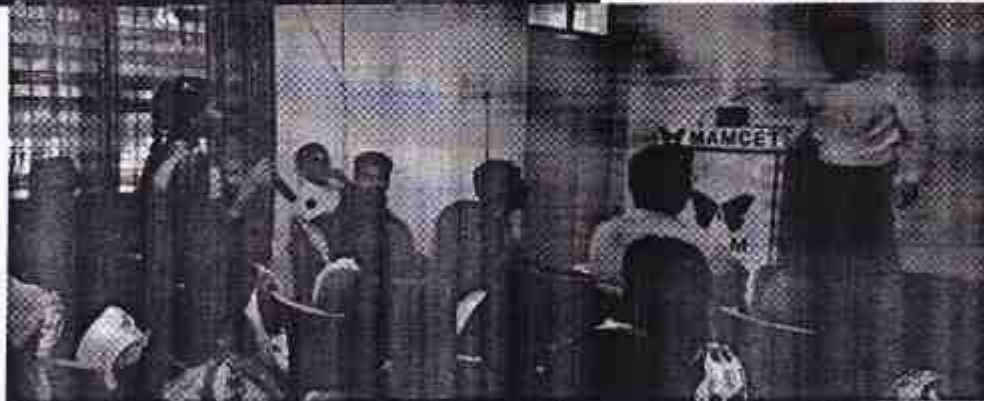
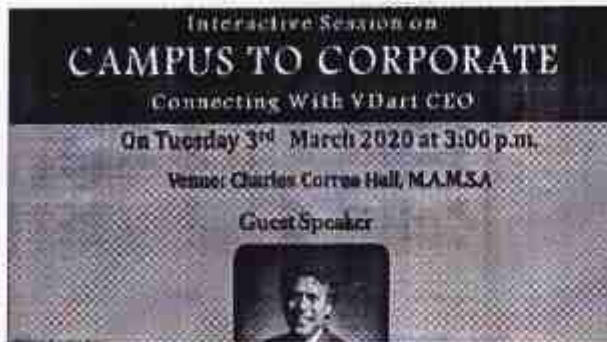
Dr. M. Ramakrishna
MBA, M.Phil
Director - MAMRS



1. M.A.M B School organized a guest lecture on 06.03.2020 Women Excellence in Entrepreneurship. Ms. Vinothini Sekar, Entrepreneur & Fashion Designer was the guest speaker. She addressed 33 MBA students regarding the Women Excellence in Entrepreneurship and also various other fields. She said women excellence is nothing but doing what you love without any restriction. She also spoke about women empowerment and said empowerment of women is nothing but promoting women's sense of self-worth, their ability to determine their own choices, and their right to influence social change for themselves and others.



2. M.A.M.B-School Organised an Interactive Session on "CAMPUS TO CORPORATE" with Mr. Sidd Ahamed, Founder and CEO of VDart Incorporation on 3rd March 2020. **33 students** participated in this program

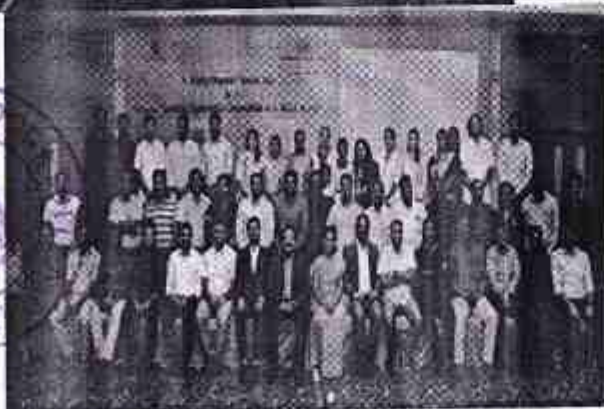


3. M.A.M.B-School organised a special session on Know Yourself for your "ENTREPRENEURIAL JOURNEY" by Mr. Manick Rajendran, Founder & CEO of iMMi life Healthcare Pvt. Ltd. Chennai on 2nd March 2020. Chief Guest Inspired our Student by making the session as an activity based learning and thought the skills which help them to take up Entrepreneurship as their Career. **35 students** participated in this program





4. Dr. Najma, Associate Professor of M.A.M.B- School attended a Special lecture on Leading Exponential Innovation in a VUCA World by Dr. Shankar Venugopal, Vice President, Mahindra & Mahindra in Young Indians Trichy Chapter Annual Day held on 1st February 2020 at Hotel Redfox, Trichy.





Hearty Welcome to Participants

Entrepreneurship Awareness Programme -2020

Sponsored by Department of Science and Technology, New Delhi

Guest Speakers



1. MAMBS organised a Awareness program for budding entrepreneurs titled "Financial Assistance for Entrepreneurs" on 27.03.2019. 42 students participated in this program

10 Years **MASTER** **M.A.M. B-School** **MAMCET** **MAMBS**
Siruganur, Tiruchirappalli - 621 105

Guest Lecture - 1st

FINANCIAL ASSISTANCE FOR ENTREPRENEURS

22.30 P.M. 27.03.2019

Mr. R. MICHAEL
Chief Manager (Rtd.)
PERIPLUS NATIONAL BANK
Circle Office, BHEL COMPLEX, Trichy

Ms. R. Kirthika
Faculty (Entrepreneurship), MAMBS
Coordinator, EDC

Dr. P. Subburatnam Bharathi
B.E., M.B.A., Ph.D., IAS, IAS (Finance), IAS (Public Admin), IAS (Police)
Director, MAMBS

Mrs. Pothanna Sathesh Kumar
MBA, MAMCET, MAMBS
Secretary & EX-Off. MASTER OF



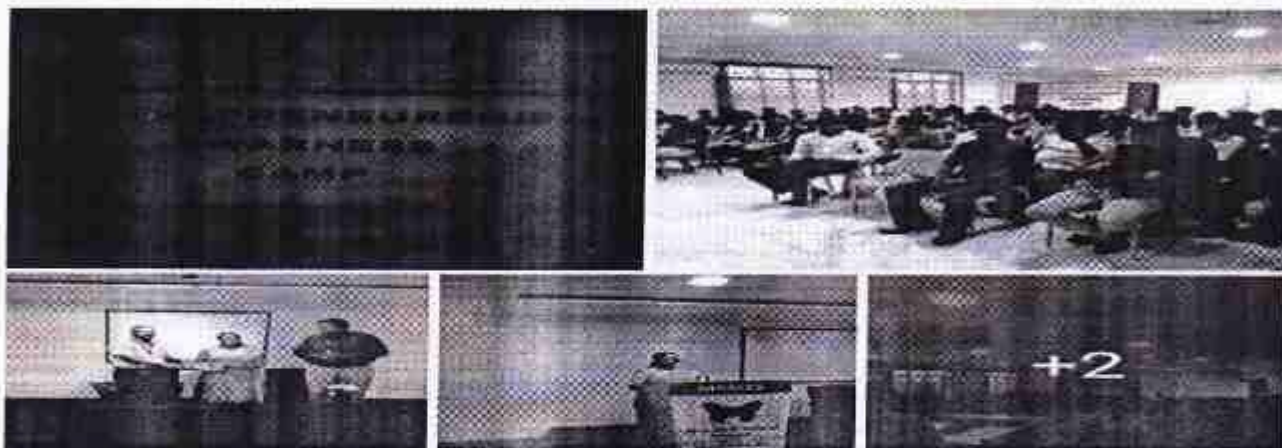
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Siruganur, Trichy -621105

2. M.A.M B-SCHOOL Organised Entrepreneurship Awareness Camp on 22.11.2018. 50 plus students participated in this program

M.A.M.B-School Organised - Entrepreneurship Awareness Camp @ our college campus, Chief Guest Dr.Parkavi Raja, Managing Director, MPR Foods, Trichy. Sincere Thanks to Dr.M.A.Maluk Mohamed, Chairman - MASTeR Group of Institutions and Mrs. Fathimabathool Maluk, Secretary - MASTeR Group of Institutions.

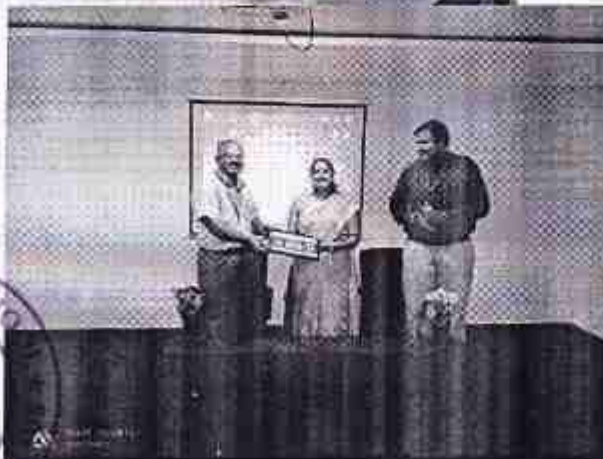


3. M.A.M.B-School Organised - Think Tank 2018 - Business Plan Competition on 20.11.2018. Jury Mr. & Mrs. Gowri Sankar, Managing Director, Sri Saraswathi Cafe, Tiruchirappalli. 77 students participated in this program





4. M.A.M. B-School Organised - Entrepreneurship Awareness Camp @ our college campus,
Chief Guest Dr.Parkavi Raja, Managing Director, MPR Foods, Trichy. **75 students**
participated in this program





5. MAMBS organised a workshop for budding entrepreneurs from various disciplines on 24.07.2018, in which **150 plus students** participated in this program

Mr. N. Rathnakumar, Managing Director, Ramyas Hotels Private Limited, Tiruchirappalli.
Chair – Yi Trichy Chapter.

Mr. N. Kanaga Sabapathy, President, TIDITSSIA Tiruchi District Tiny and Small Scale Industries Association – Funding Agencies in India

Mr Manohar Jha, Director, DexPatent & Co-Founder of HelloLeads.io – Entrepreneurial Avenues

Mr. Anand Pitchaikani, Managing Director, Modelon Engineering Pvt. Ltd. – Preparation of Business Plan









2. Our Students Team (6 members) won the Best Manager Title and Best Corporate Team competition organized by Bon Secours College, Thanjavur. We wish them all the best.



3. Skill MAX - 7 days Orientation Programme for Budding Managers from 21.08.2017 to 30.08.2017 @ M.A.M. B-School. 44 students participated in this program





4. Think Tank 2017 - New Product Exhibition @ M.A.M. B-School on 10.08.2017. 40 students participated in this program



Think Tank

Business & Innovation EDP

INVITATION

*Business Idea Exhibition
for creative and innovative thinkers...*

We cordially invite you to participate and exhibit your ideas
on 20th August 2022.

Venue: MAABGS
Time: 8.00 P.M.

Soliciting your August Presence.

Coordinator
Ms. Caroline Josephine Varghese

Director
Dr. P. Subdurayana Reddy

CEO
Mrs. Padma Subashini

